

Ideas for Creating a Title

A strong title draws the reader into a piece of writing. It is the “hook” that generates initial interest and enthusiasm in the reader.

For an effective title, try using:

alliteration	e.g., “Dialogue at Dinner,” “Picking and Planting Roots”
paradox	e.g., “When Questioning is the Answer,” “A Heaven for the Atheist”
allusion	e.g., “My Side of Paradise” (reference to Fitzgerald); “Profile in Conviction” (allusion to Kennedy)
rhyme	e.g., “The Motion and Devotion of My Life”
subtitle	e.g., “From the Gridiron to the Classroom: Hard Work is the Key”
parallel structure	e.g., “Always Learning, Always Growing,” “To Think, To Know, To Act”